



Adam J. Federico

Educator | Guest Artist | Salon Owner | Stylist

Adam J. Federico has found unparalleled success as a stylist, salon owner and trendsetter through a steady mixture of education and innovation. Upon earning his license through Federico Beauty Institute in 1996, Adam moved to Los Angeles to continue his advanced education at Vidal Sassoon and honed his craft in leading salons such as Carlton Hair International.

After conceptualizing and designing every detail of his Midtown Sacramento salon, Adam opened the doors to AJF on December 3, 1999. In the years since then, the salon has grown with a hand-picked selection of innovative and forward-thinking stylists. AJF Salon has been continually evolving because of its unparalleled commitment to educate. Adam is devoted to the constant advancement of his stylists. This educational policy shows in AJF's finished product and puts the salon steps above the competition.

A dedicated supporter of the Sacramento art and music scene, Adam and AJF constantly evolve infusing artistic culture into the salon experience. Hosting the works of local artists and partnering with community art and music education programs to give back, art awareness inspire Adam and the stylist team.

He also traveled internationally with Sebastian conceptualizing and teaching new collections. Today Adam travels as a guest artist for Artease Colors.



IN THE NEWS

Modern Salon, December 2010

American Salon, June 2010

Salon News, February 2002
30 under 30!